

Display Sets

Search History

Database Details

Set	Term Searched	Items	
S1	(MARKETING (S) (INITIATIVE OR OFFER OR CAMPAIGN) (S) (SUCCESS? OR EFFECTIVE?)) AND (MARKETING (S) DATABASE)	4037	Display
S2	S1 AND ((DATA OR DATABASE) (S) (MINING OR MINE OR SEARCH?) (S) (TRIGGER? OR VALUE? OR PARAMETER?))	103	Display
S3	S2 AND ((PY<2000) OR (PD<2000))	53	Display
S4	S3 AND ((PAST OR HISTOR?) (S) (INITIATIVE OR OFFER OR CAMPAIGN OR MARKEING))	14	Display

Format
Free
Number of
Records
10

read titles + abstracts
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Show Database Details for:

15: ABI/INFORM®

Bluesheet Rates

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Dialog Response

File 15:ABI/Inform(R) 1971-2005/May 17
(c) 2005 ProQuest Info&Learning
File 16:Gale Group PROMT(R) 1990-2005/May 16
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File 148:Gale Group Trade & Industry DB 1976-2005/May 17
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